Presentation No. Twenty

THE TOTAL PACKAGE

Mr. N. S. Cardamone

HERCULES INC.

Available: Transcript - Yes
Pre-conference - No

Mr. Cardamone assigns two different and distinct meanings to the term "The Total Package".

1) The final cigarette package.
2) The combined efforts of each individual group toward the final goal of a marketable product.

The 'groups' of No. two are listed as:

1) The cigarette manufacturers
2) The film suppliers
3) The machinery suppliers
4) Other supply manufacturers (tear tape and adhesives)
5) The distributors of tobacco products

He reviewed the changeover within the U.S. from cellophane to polypropylene as a cigarette package overwrap. This change addressed the problems of moisture loss, cold temperature durability and overwrap shrinkage severe enough to distort the package. A joint effort involving machine changes, personnel training and appropriate testing methods proved fruitful and this material was accepted as the new standard. Mr. Cardomone has high hopes for another overwrap product, newly introduced. The product is opaque polypropylene film and offers better graphics, greater moisture protection (transcript graphs illustrate multiple layer protection), and a possible economic advantage. I quote Mr. Cardomone's comments explaining one graph:

"For example using only a 150 guage (.00150") base for testing, initial moisture loss studies revealed that replacing the paper contained in the innerfoil and label of the cigarette package will improve the moisture loss while enhancing the appearance of the final product. This graph shows the relationship of the hot-dry moisture loss over a standard non-overwrapped package. Please note that each layer of polypropylene extends the time to any percentage loss target. This test, though harsh, indicates the potential improvements that can be made using multiple layers of opaque polypropylene film." End of quote. The transcript, with graphs are available.

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